



## Paper By Ipsos Researcher Cited As One Of The Most Influential Papers In Last 25 Years

**New York, NY, April 13, 2007** – A paper co-authored by a senior Ipsos researcher has been recognized as one of the articles that “has most affected the practice of marketing science” in the last quarter century. The INFORMS Society for Marketing Science recently named the article by Timothy L. Keiningham to its list of Top 20 marketing science papers written in the past 25 years.

Keiningham, Senior Vice President and head of consulting for Ipsos Loyalty, co-authored the piece with Roland Rust and Anthony Zahorik, both instructors at Vanderbilt University at the time of writing. The article, “Return on Quality (ROQ): Making Service Quality Financially Accountable,” originally appeared in the April 1995 issue of the *Journal of Marketing*, published by the American Marketing Association and one of the premier scientific publications in marketing.

“The goal of my work has always been to have a significant impact on management, so I am thrilled to see that it has had such an enduring legacy in the field,” says Keiningham. “Working with brilliant minds such as Rust and Zahorik was a wonderful experience. I’m pleased to know our work has influenced and guided so many marketing science professionals and am honored by this extraordinary recognition.”

Since its first appearance, the article has been frequently cited by academics and practitioners in the field of marketing science for having significantly influenced marketing practices. A panel of experts commissioned by INFORMS -- the largest professional society in the world for the management sciences, and the publisher of 12 scholarly journals such as *Marketing Science* -- determined the top 20 articles from a broader list of the 100 most cited articles in the field. The article had been selected in 1996 by the *Journal of Marketing* as best paper published in the journal for the previous year. A copy of the article can be found at: <http://www.ipsos-ideas.com>.

“Tim is a thought leader with an international reputation, and this latest award shows how Tim’s thought leadership is recognized by the marketing science community,” says Henri Wallard, Global CEO of Ipsos Loyalty. “His contribution strengthens Ipsos Loyalty across all borders allowing our clients to benefit from a deeper understanding of loyalty that translates into tangible benefits for everyone.”

Ipsos Loyalty is a global, specialized practice dedicated to helping companies improve business performance, through customer satisfaction management, customer relationship management, and employee climate management. Keiningham is author of several books and articles on customer satisfaction and loyalty. He has received best paper awards from the *Journal of Marketing*, the *Journal of Service Research*, and *Managing Service Quality*, and has received the Citations of Excellence “Top 50” award (top 50 management papers of approximately 20,000 papers reviewed) for from Emerald Management Reviews. Additionally, two papers that he coauthored were finalists for best paper in *Managing Service Quality*. Tim also received the best reviewer award from the *Journal of Service Research*. His most recent book -- [\*Loyalty Myths: Hyped Strategies That Will Put You Out of Business and Proven Tactics That Really Work\*](#), co-authored with Wallard, Terry Vavra and Lerzan Aksoy -- was selected as one of the top business books of the year by Soundview Executive Book Summaries.

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## About Ipsos Loyalty

Ipsos Loyalty is a global, specialized practice dedicated to helping companies improve business performance through customer satisfaction management, customer relationship management, and employee climate management. Ipsos Loyalty provides a state-of-the-art approach to customer-driven business performance through a modular suite of innovative research tools that provides an integrated framework to identify complex global business solutions. Ipsos Loyalty is an Ipsos company, a leading global survey-based market research group.

To learn more, visit: [www.ipsosloyalty.com](http://www.ipsosloyalty.com).

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Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2006, Ipsos generated global revenues of 857.1 million euros (\$1.1 billion USD).

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